Permit #F00024662

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00024662 **Type of Permit:** FILMING **Release Date:** 02/16/2010

Production Company ROCKHARD FILMS

Insured Company Name ROCKHARD FILMS

Contact Phone No. 1 310-659-4400
Contact Phone No. 2
Fax 310-659-4402
Address 1022 PALM AVE, SUITE #1
WEST HOLLYWOOD, California
90069

Production Title LUSTER JOB#10-002C

Type of Production Commercial - Standard

Producer MEGAN GUTMAN

Director RAY KAY

1st AD N/A N/A

Production Manager SAMANTHA GERSHBERG

FilmL.A. Coordinator Adrian Fayad

Location Manager SAMANTHA GERSHBERG
Primary Phone Mobile - 973-919-7863
Secondary Phone

Location Assistant NA NA
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 300	$26.00
Posting 900	$78.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$300.00

Total Permit Fee $1,689.00

Number of Locations 1

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Summary Information — Location

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Insured Company ROCKHARD FILMS
Production Title LUSTER JOB#10-002C

Location Manager SAMANTHA GERSHBERG
Primary Phone Mobile - 973-919-7863
Secondary Phone

Location Address 3401 W 43rd Pl, Los Angeles, CA, 90008

Location Names

Location Type Salon

Location Description

Film Dates 2/17/2010 - 2/17/2010 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached documents
ROCKHARD AA SAM.pdf
Leimert Park July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	35
Cube Trucks	2
Generator	1
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	5
Crew	35
FilmL.A. Monitor (s)	1
Spot Check	1

Filming Activities Atmospheric Smoke Effects; Interior Dialogue; May have a few lights on sidewalk shining into the Salon windows.;

Jurisdiction **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILM LA MONITOR REQUIRED. 2/17; 05:00 - 22:00 HOURS.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : 3303 W Vernon Ave Los Angeles, CA 90008

Posting "No Parking" signs
S/S 43RD PL., CRENSHAW BLVD- S LEIMERT BLVD
N/S 43RD PL., 50' IN FRONT OF LOCATION

Approximate Footage 601 - 900 **Log Number** 1010614

Date(s) 2/17/2010 to 2/17/2010 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Permit Number	F00024662	**Location Manager**	SAMANTHA GERSHBERG
Production Company	ROCKHARD FILMS	Primary Phone	Mobile - 973-919-7863
Insured Company	ROCKHARD FILMS	Secondary Phone	
Production Title	LUSTER JOB#10-002C		

Posting "No Parking" signs W/S DEGNAN BLVD., 43RD PL - 100' NORTH

Approximate Footage 0 - 300 **Log Number** 1010614

Date(s) 2/17/2010 to 2/17/2010 **Time(s)** 06:00 to 22:00

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APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Samantha Gershberg (Name of "Principal" / Production Company) ("Principal") and am authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 2/15/10

By _____ (Representative's Signature) ← SIGN HERE

Rockhard Films
Name of "Principal" (Production Company)

7100 Sepulveda Blvd
Principal's Address

Samantha Gershberg
Print Principal Representative's Name

Van Nuys CA 91405
City, State, Zip Code

PM
Representative's Title (i.e. UPM, Loc Mgr)

973-919-7863
Principal's Telephone Number

NOT FOR INSTRUMENT

SPECIAL FILMING CONDITIONS
LEIMERT PARK BUSINESS DISTRICT

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions for on-location filming in the Leimert Park Business District have been established so that both the local businesses and production companies filming in the area can operate successfully and function in a cooperative manner. These Conditions apply to the area in Leimert Park bordered by Crenshaw Boulevard, W. 43rd Street, Leimert Boulevard and Leimert Park.

- **Affected residents/merchants/businesses within 500 feet of any filming activity, including equipment parking, must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Cast/crew parking is not permitted on area streets or in the City parking lots.** Off-street alternate parking must be provided.
- **Catering and feeding of cast/crew members shall be done on private property and may not impact area businesses.**
- **City lots #625 & #626 are not available for use by production companies. Production companies are encouraged to use the overflow parking lot represented by the Cultural Affairs Department. The contact person is Julia Williams at (213) 202-5528.**
- **Production vehicle parking and the posting of "No Parking" signs should be kept to a minimum to reduce the impact on local businesses.** Equipment may only be parked in front of business that indicate approval upon FilmL.A. *"Request For Temporary 'No Parking' Posting For Filming Purposes"* survey form, or businesses that are clearly vacant or closed during the hours of activity.
- **In conjunction with merchant signatures, productions companies are also required to submit a parking plan to FilmL.A. for approval.** The plan must be submitted to FilmL.A. at least four (4) days in advance of the filming date when requesting posting or two days in advance of the film date if posting is not required.
- **Unless approved by FilmL.A., filming activities that involve exteriors, the use of sidewalks, streets or parking facilities shall be prohibited on the following holidays and the day prior: *Valentine's Day, Mother's Day, Father's Day, Easter and Thanksgiving.*** FilmL.A. approval will be based on an authorized Filming Survey of affected businesses demonstrating substantial support of the filming activities.
- **Filming activities that involve exteriors, the use of sidewalks, streets, or parking facilities will not be permitted for the two weeks preceding Christmas Day**.
- **Companies must contact the Leimert Park Business association prior to filming**. The contact person is Jackie Ryan (323) 299-6383 and her email address is JZAMBEZIK@CA.RR.COM .
- **Filming is prohibited on Saturdays,** unless approved by FilmL.A. after a careful review of community concerns (identified through FilmL.A. Filming Survey process) and discussed with the local City Council Office.
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.